



ORDER

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Flight Dates 07/16/12-07/22/12

Contract / Revision 303262 /

Original Date / Revision
07/06/12 07/06/12

Advertiser Flake / Republican / US Sena

Agency Smart Media Group

Buying Contact

814 King Street - Suite 400
Alexandria, VA 22314-3039

Product
Flake for Senate

Agency Com 15%
Billing Contact

814 King Street - Suite 400
Alexandria, VA 22314-3039

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00

Estimate # 716722

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-6

Advertiser Ref

Primary Account Executive
Dave Lombardo

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dave Lombardo | 100% | | |
| Tanya Winscott | % | | |

Order Share % Market Value

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | |
| KASW | % | |
| KDRX | % | |
| KPHO | % | |
| KPNX | % | |
| KPPX | % | |
| KSAZ | % | |
| KTVK | % | |
| KTVW | % | |
| KUSK | % | |
| KUTP | % | |
| UNKWN | 100% | |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|-----------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| July 2012 | 64 | \$25,776.25 | \$30,325.00 | 0.00 | 06/25/12 | 07/22/12 | 64 | \$25,776.25 | \$30,325.00 |
| Totals | 64 | \$25,776.25 | \$30,325.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|-------------------|-----------------|----------------------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| 1 | KNXV | 07/16/12 | 07/20/12 | M-F 430pm-5pm Jeopardy | CM | 430pm-5pm | 11111-- | :30 | 5 | \$225.00 | P-6 | 0.00 | NM | 5 | \$1,125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/16/12 | 07/22/12 | 11111-- | | 5 | | | | \$225.00 | | 0.00 | | | |
| 2 | KNXV | 07/22/12 | 07/22/12 | SU 430pm-5pm Arizona Highways | CM | 430pm-5pm | -----S | :30 | 1 | \$100.00 | P-6 | 0.00 | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/16/12 | 07/22/12 | -----S | | 1 | | | | \$100.00 | | 0.00 | | | |
| E 3 | KNXV | 07/16/12 | 07/20/12 | | CM | 7am-9am | 33333-- | :30 | 15 | \$150.00 | P-6 | 0.00 | NM | 15 | \$2,250.00 |



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PHOENIX**

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Contract / Revision 303262 Flight Dates 07/16/12-07/22/12

Hiatus Dates

Original Date / Revision 07/06/12/ 07/06/12

Order Sep 00:20:00

Advertiser Flake / Republican / US Ser Product Flake for Senate

Estimate # 716722

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|------|-------------|-------------------|-------------------|--------------------------------|-------|-----------------------|-----------------|---------------|-------------------|-------------|-----|---------------|-------------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| | | | | M-F 7-9am M-F 7-9am | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/16/12 | 07/22/12 | 33333-- | | | | | 15 | \$150.00 | | 0.00 | | | |
| 4 | KNXV | 07/22/12 | 07/22/12 | Su 8-9am ABC This Week | CM | 8-9am | -----S | :30 | 1 | \$150.00 | P-6 | 0.00 | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/16/12 | 07/22/12 | -----S | | | | | 1 | \$150.00 | | 0.00 | | | |
| 5 | KNXV | 07/16/12 | 07/20/12 | M-F 4pm-430pm 4PM News | CM | 4pm-430pm | 11111-- | :30 | 5 | \$200.00 | P-6 | 0.00 | NM | 5 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/16/12 | 07/22/12 | 11111-- | | | | | 5 | \$200.00 | | 0.00 | | | |
| 6 | KNXV | 07/17/12 | 07/19/12 | M-F 5pm-530pm M-F 5pm-530pm | CM | 5pm-530pm | -1-1--- | :30 | 2 | \$250.00 | P-6 | 0.00 | NM | 2 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/16/12 | 07/22/12 | -1-1--- | | | | | 2 | \$250.00 | | 0.00 | | | |
| 7 | KNXV | 07/16/12 | 07/20/12 | M-F 5pm-530pm M-F 5pm-530pm | CM | 5pm-530pm | 1-1-1-- | :30 | 3 | \$250.00 | P-6 | 0.00 | NM | 3 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/16/12 | 07/22/12 | 1-1-1-- | | | | | 3 | \$250.00 | | 0.00 | | | |
| 8 | KNXV | 07/16/12 | 07/18/12 | M-F 6pm-630pm M-F 6pm-630pm | CM | 6pm-630pm | 1-1---- | :30 | 2 | \$250.00 | P-6 | 0.00 | NM | 2 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/16/12 | 07/22/12 | 1-1---- | | | | | 2 | \$250.00 | | 0.00 | | | |
| 9 | KNXV | 07/17/12 | 07/20/12 | M-F 6pm-630pm M-F 6pm-630pm | CM | 6pm-630pm | -1-11-- | :30 | 3 | \$250.00 | P-6 | 0.00 | NM | 3 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/16/12 | 07/22/12 | -1-11-- | | | | | 3 | \$250.00 | | 0.00 | | | |
| E 10 | KNXV | 07/16/12 | 07/20/12 | M-F 1035pm-1102pm Nightline | CM | 1035pm-1102pm | 11122-- | :30 | 7 | \$200.00 | P-6 | 0.00 | NM | 7 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/16/12 | 07/22/12 | 11122-- | | | | | 7 | \$200.00 | | 0.00 | | | |
| 11 | KNXV | 07/16/12 | 07/18/12 | M-F 10-1035pm 10pm News | CM | 10pm-1035pm | 1-1---- | :30 | 2 | \$600.00 | P-6 | 0.00 | NM | 2 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/16/12 | 07/22/12 | 1-1---- | | | | | 2 | \$600.00 | | 0.00 | | | |
| 12 | KNXV | 07/17/12 | 07/20/12 | M-F 10-1035pm 10pm News | CM | 10pm-1035pm | -1-11-- | :30 | 3 | \$600.00 | P-6 | 0.00 | NM | 3 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/16/12 | 07/22/12 | -1-11-- | | | | | 3 | \$600.00 | | 0.00 | | | |
| E 13 | KNXV | 07/21/12 | 07/21/12 | SA 10-1035pm 10pm News | CM | 10pm-1035pm | -----S- | :30 | 1 | \$450.00 | P-3 | 0.00 | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/16/12 | 07/22/12 | -----S- | | | | | 1 | \$450.00 | | 0.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| | 1 | KNXV | 07/16/12-07/22/12 | SA 10-1035pm | | 10pm-1035pm | -----Sa-- | :30 | | (\$250.00) | | 0.00 | NM | | |
| | Credited | | | | | | | | | | | | | | |
| 14 | KNXV | 07/22/12 | 07/22/12 | SU 10-1035pm 10pm News | CM | 10pm-1035pm | -----S | :30 | 1 | \$600.00 | P-6 | 0.00 | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/16/12 | 07/22/12 | -----S | | | | | 1 | \$600.00 | | 0.00 | | | |



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Contract / Revision 303262 Flight Dates 07/16/12-07/22/12

Hiatus Dates

Original Date / Revision 07/06/12/ 07/06/12

Order Sep 00:20:00

Advertiser Flake / Republican / US Ser Product Flake for Senate

Estimate # 716722

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|------|-------------|-------------------|-------------------|--|-------|-----------------------|-----------------|---------------|-------------------|--------------|-----|---------------|-------------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| 14 | KNXV | 07/22/12 | 07/22/12 | SU 10-1035pm 10pm News | CM | 10pm-1035pm | -----S | :30 | 1 | \$600.00 | P-6 | 0.00 | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 07/16/12 | 07/22/12 | -----S | | | | | 1 | \$600.00 | | 0.00 | | | |
| 15 | KNXV | 07/16/12 | 07/20/12 | M-F 630pm-7pm M-F 630pm-7pm | CM | 630pm-7pm | 11111-- | :30 | 5 | \$500.00 | P-6 | 0.00 | NM | 5 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 07/16/12 | 07/22/12 | 11111-- | | | | | 5 | \$500.00 | | 0.00 | | | |
| 16 | KNXV | 07/21/12 | 07/21/12 | SA 630pm-7pm SA 630pm-7pm | CM | 630pm-7pm | -----S- | :30 | 1 | \$250.00 | P-6 | 0.00 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 07/16/12 | 07/22/12 | -----S- | | | | | 1 | \$250.00 | | 0.00 | | | |
| E 17 | KNXV | 07/16/12 | 07/16/12 | Monday Prime C Monday Prime C | CM | 9pm-10pm | M----- | :30 | 1 | \$1,000.00 | P-6 | 0.00 | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 07/16/12 | 07/22/12 | M----- | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| | 1 | KNXV | 07/16/12-07/22/12 | Monday Prime C | | 9pm-10pm | M----- | :30 | | (\$1,000.00) | | 0.00 | NM | | |
| | | Credited | | | | | | | | | | | | | |
| 18 | KNXV | 07/17/12 | 07/17/12 | Tuesday Prime C Tuesday Prime C | CM | 9pm-10pm | -T----- | :30 | 1 | \$1,500.00 | P-6 | 0.00 | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 07/16/12 | 07/22/12 | -T----- | | | | | 1 | \$1,500.00 | | 0.00 | | | |
| 19 | KNXV | 07/18/12 | 07/18/12 | Wednesday Prime B Wednesday Prime B | CM | 8pm-9pm | --W---- | :30 | 1 | \$2,500.00 | P-6 | 0.00 | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 07/16/12 | 07/22/12 | --W---- | | | | | 1 | \$2,500.00 | | 0.00 | | | |
| E 20 | KNXV | 07/18/12 | 07/18/12 | Wednesday Prime C Primetime Live | CM | 9pm-10pm | --W---- | :30 | 2 | \$1,000.00 | P-6 | 0.00 | NM | 2 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 07/16/12 | 07/22/12 | --W---- | | | | | 2 | \$1,000.00 | | 0.00 | | | |
| E 21 | KNXV | 07/19/12 | 07/19/12 | Thursday Prime B Thursday Prime B | CM | 8pm-9pm | ---T--- | :30 | 1 | \$1,500.00 | P-6 | 0.00 | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 07/16/12 | 07/22/12 | ---T--- | | | | | 1 | \$1,500.00 | | 0.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| | 1 | KNXV | 07/16/12-07/22/12 | Thursday Prime B | | 8pm-9pm | ---Th---- | :30 | | (\$1,500.00) | | 0.00 | NM | | |
| | | Credited | | | | | | | | | | | | | |
| E 22 | KNXV | 07/19/12 | 07/19/12 | Thursday Prime C Thursday Prime C | CM | 9pm-10pm | ---T--- | :30 | 1 | \$1,500.00 | P-6 | 0.00 | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 07/16/12 | 07/22/12 | ---T--- | | | | | 1 | \$1,500.00 | | 0.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| | 1 | KNXV | 07/16/12-07/22/12 | Thursday Prime C | | 9pm-10pm | ---Th---- | :30 | | (\$1,500.00) | | 0.00 | NM | | |
| | | Credited | | | | | | | | | | | | | |
| E 23 | KNXV | 07/20/12 | 07/20/12 | Friday Prime C 20/20 | CM | 9pm-10pm | ----F-- | :30 | 1 | \$1,500.00 | P-6 | 0.00 | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 07/16/12 | 07/22/12 | ----F-- | | | | | 1 | \$1,500.00 | | 0.00 | | | |



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PHOENIX**

Contract / Revision 303262 Flight Dates 07/16/12-07/22/12

Hiatus Dates

Original Date / Revision 07/06/12/ 07/06/12

Order Sep 00:20:00

Advertiser Flake / Republican / US Ser Product Flake for Senate

Estimate # 716722

| | | | | | | | | | | | | | Totals | |
|--|------|----------|----------|--|-------|----------------|---------|-----|-------|------------|-----|----------|--------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| E 23 | KNXV | 07/20/12 | 07/20/12 | Friday Prime C 20/20 | CM | 9pm-10pm | ----F-- | :30 | 1 | \$1,500.00 | P-6 | 0.00 NM | 0 | \$0.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/16/12 07/22/12 ----F-- 1 \$1,500.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KNXV 07/16/12-07/22/12 Friday Prime C 9pm-10pm ----F-- :30 (\$1,500.00) 0.00 NM Credited | | | | | | | | | | | | | | |
| E 24 | KNXV | 07/22/12 | 07/22/12 | Sunday Prime B Sunday Prime B | CM | 7pm-8pm | -----S | :30 | 1 | \$1,500.00 | P-6 | 0.00 NM | 0 | \$0.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/16/12 07/22/12 -----S 1 \$1,500.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KNXV 07/16/12-07/22/12 Sunday Prime B 7pm-8pm -----Su :30 (\$1,500.00) 0.00 NM Credited | | | | | | | | | | | | | | |
| E 25 | KNXV | 07/22/12 | 07/22/12 | Sunday Prime 8-10pm Sunday Prime 8-10p | CM | 8-10pm | -----S | :30 | 1 | \$1,500.00 | P-6 | 0.00 NM | 0 | \$0.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/16/12 07/22/12 -----S 1 \$1,500.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KNXV 07/16/12-07/22/12 Sunday Prime 8-10pm 8-10pm -----Su :30 (\$1,500.00) 0.00 NM Credited | | | | | | | | | | | | | | |
| N 26 | KNXV | 07/21/12 | 07/21/12 | SA 10-1035pm 10pm News | CM | 10pm-1035pm | -----S- | :30 | 1 | \$450.00 | P-3 | 0.00 NM | 1 | \$450.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/16/12 07/22/12 -----S- 1 \$450.00 0.00 | | | | | | | | | | | | | | |
| N 27 | KNXV | 07/22/12 | 07/22/12 | Sunday Prime B Sunday Prime B | CM | 7pm-8pm | -----S | :30 | 1 | \$3,000.00 | P-3 | 0.00 NM | 1 | \$3,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/16/12 07/22/12 -----S 1 \$3,000.00 0.00 | | | | | | | | | | | | | | |
| N 28 | KNXV | 07/22/12 | 07/22/12 | Sunday Prime 8-10pm Sunday Prime 8-10pm | CM | 8-10pm | -----S | :30 | 2 | \$3,000.00 | P-3 | 0.00 NM | 2 | \$6,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 07/16/12 07/22/12 -----S 2 \$3,000.00 0.00 | | | | | | | | | | | | | | |

*Tax 1 Note: Tax 0.5%.

Totals 64 \$30,325.00